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OFFICE OF THE CITY MANAGER NO. LTC # 281-2013

2013 AUG 15 PM 2: 24 LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

August 14, 2013

SUBJECT: ECONOMIC DEVELOPMENT DIVISION DIRECTOR

The purpose of this Letter to Commission (LTC) is to advise the City Commission that I have hired Jeff Oris as the City's Economic Development Division Director who began his employment with the City August 12, 2013. Economic Development has been a priority for my administration since I began my tenure as City Manager. This includes providing the highest levels of services to our businesses. The revised Functional/Reporting structure I created realigned Economic Development with Tourism and Cultural Development reporting to Max Sklar and we immediately began recruiting for the Economic Development Division Director that was left vacant when Kevin Crowder left the City.

Mr. Oris holds the Certified Professional Economic Developer (CEcD) designation as conveyed by the International Economic Development Council and is a Past President of the Florida Redevelopment Association. He has a 20 year career in the public sector having served a number of communities in Florida including Martin County, Margate Community Redevelopment Agency and the City of Margate, as well as the City of Wilton Manors. His responsibilities include directing the City's economic development and redevelopment agency functions, which involves assisting new and existing businesses with expansion and relocation, site selection assistance, small business assistance, continued expansion of retail business sector in the City, and liaison with the business community to name a few.

Some of my priorities for Mr. Oris include the following:

- Development of a citywide economic development plan;
- North Beach revitalization:
- Washington Avenue economic development initiatives; and
- Business assistance program.

I have attached his resume for your reference. He has an extensive background and experience in economic development and redevelopment that will serve the City well. Please contact Max Sklar to make arrangements to meet Mr. Oris.

Please feel free to contact me if you should have any questions.

JLM/KGB/I

Attachment

Telephone:

#### SUMMARY

Approximately twenty years of government experience with expertise in the following areas:

- · Economic Development
- · Redevelopment Planning and Administration
- Capital Project Management
- · Management and Administration

- · Training and Education
- · Budget and Financial Management
- Grant Writing and Administration
- Attainable and Affordable Housing

A creative leader with demonstrated organizational, analytical and communications skills. Experienced in citizen involvement, public meeting facilitation, housing, redevelopment, economic development, governmental organization, project and contract management. Comfortable and effective communicating with elected officials, businesses, residents and the press.

#### **RELEVANT EXPERIENCE**

President/Owner, Planning and Redevelopment Consultants, Inc., Coconut Creek, FL

Owner/operator of a multi-disciplinary consulting firm serving governmental entities. Firm specializes in economics and management consulting as well as affordable housing, redevelopment, economic development and marketing advisory and training services for public sector and non-profit clients. Responsible for all marketing and administration as well as coordination of all firm activities with clients and sub-consultants. Management of all contracts and individual projects including daily contact with all clients, proposal writing, public presentations, and all contractual matters.

## Community Development Director, Martin County, FL

2007- 2009

Served as the Director of a newly created Community Development Department administering seven (7) community redevelopment districts, economic development, affordable housing and historic preservation efforts for Martin County, a full-service county with a population of approximately 145,000. Position reported to the County Administrator and at full staffing supervised 10 positions.

#### Duties and Responsibilities:

- Formulated the County's first economic development strategy in coordination with various County departments and the County's public-private Business Development Board and private Economic Council
- · Worked with contributory business to insure retention and expansion of these tax-base enhancing firms.
- Finalized affordable housing strategies and oversaw implementation of various programs and initiatives related to a community land trust, housing trust fund, and various Comprehensive Plan changes.
- Oversaw and administered a County Community Redevelopment Agency (CRA) with seven (7) separate districts each with its own neighborhood advisory board as well as a CRA Advisory Board comprised of the Chairperson of each neighborhood board. This included budget and 10-year Capital Improvements Plan preparation, creation of annual work plans, and capital project management.
- Oversaw the County's State Housing Initiatives Partnership (SHIP) program, Community Development Block Grants (CDBG), and Neighborhood Stabilization (NSP) grants. Acted as liaison to Affordable Housing Advisory Committee and CDBG Citizen's Advisory Task Force.
- · Prepared and oversaw of the departmental budget as well as the budget of all seven CRA districts.
- Assisted in the implementation of the County's Historic Preservation Board's strategic plan and the formulation of programs to preserve several key historic properties within the County.

#### Achievements:

- Authored the County's first economic development incentive package ordinance and worked with other staff to create a new economic development assistance package.
- Re-invented the Redevelopment program budget to combine resources of all seven (7) districts to provide for a single, intertwined budget meeting regulatory needs while providing for flexibility to enable the program to undertake multi-million dollar capital projects.
- Created a funding mechanism for major capital improvement projects within the CRA in light of a Florida Supreme Court decision in Strand v. Escambia County which severely limited redevelopment borrowing.
- Authored an integrated 10-year Capital Improvement Plan which initiated \$8 million in capital projects in the first two years, the first significant capital improvements in the 8 year old CRA.
- Revamped the Redevelopment Agency for a more efficient and effective administration and program implementation resulting in faster project undertakings and \$200,000 in administrative cost savings.

Director of Government Operations, PMG Associates, Inc., Cócoñut Creek, FL

2004-2007

PMG Associates, Inc. is a an economic, redevelopment planning, and public opinion consulting firm specializing in public sector work. Responsibilities included hosting public input and design meetings, interaction with residents and professional organizations within client jurisdictions, professional research and report writing, proposal writing, marketing and day-to-day interaction with clients.

Specialties provided to the Firm include: Citizen involvement, public meeting facilitation, redevelopment planning and administration, development services, zoning and land use, affordable housing, economics and project cost estimating, economic development, grant writing, and public participation.

Managed or was a major contributor to projects such as:

- City of West Palm Beach, FL Analysis of Downtown Residential Incentive Program
- Miami-Dade County, FL West Perrine Community Redevelopment Plan
- · Miami-Dade County, FL Public Housing Vacancy Reduction Strategy
- Miami-Dade County, FL Incorporation Study Review Various
- Ft. Collins, CO North College Avenue Marketing and Land Use Analysis
- · City of Boca Raton, FL Via Verde and Town Center Annexation Studies
- City of Cape Coral, FL Cape County Feasibility Study
- City of Summerton, SC Downtown Market Study
- City of Cedar Key CRA Project Funding Policies and Guidelines
- Flagler Village Association, Ft. Lauderdale, FL Project Revenue Estimates
- Ybor City CRA, Tampa, FL Five-year Strategic Plan
- Ft. Pierce, FL Cost Allocation Study

# Executive Director, Margate Community Redevelopment Agency, Margate, FL Economic Development Coordinator, City of Margate, FL

1996-2004 1996-2004

Served in a wide encompassing role for Margate, a full-service city with a population of 52,000 covering approximately 9 square miles within Broward County, Florida. Hired as the City's Economic Development Coordinator, I led the City through the creation of its Community Redevelopment Agency (CRA) and acceptance of the City as a Community Development Block Grant (CDBG) entitlement status. In addition, I served as the CRA's Executive Director reporting to an independent, five-member Board of Commissioners.

## Duties and Responsibilities:

- As Chief Executive Officer of the CRA, implement board policy, oversee day-to-day operations and identify and resolve long range issues. Work involved overseeing and accounting for a budget of over \$6.5 million, management for all agency projects, all consulting agreements and all agency meetings including agendas.
- · Oversaw all City economic development initiatives including business attraction and retention.
- Assisted the City Manager in all areas of management including organizational development and reorganization, media and public relations, creation of policies related to personnel, land development, contract administration and other day-to-day activities as assigned.
- Prepared and administered grants for the City's, stormwater/drainage, beautification programs (including those related to the City's Greenway Park) and housing programs as well as all grants for CRA's redevelopment program.
- Authored Land Development and Zoning ordinances designed to enhance business opportunities in the City while protecting existing land owners from loss of value or encroachment of unwanted uses.
- Spearheaded efforts to consolidate, streamline and reorganize the City's Comprehensive Plan elements, Land Development Regulations and Zoning Appendix of the City Code of Ordinances.
- Created a reorganization plan of City Departments intended to create a Department of Neighborhood and Development Services which would consolidate efforts in planning, land use, code enforcement, construction permitting, housing, grant writing and occupational licensing.
- Acted as Project Manager for all capital and residential projects initiated by the CRA, CDBG program, and other grants garnered by CRA and the Economic Development Office.
- Liaison of CRA and City Manager's Office to City Commission, Planning and Zoning Board, Board of Adjustments, CDBG Citizen Advisory Task Force, Affordable Housing Advisory Board and Economic Development Advisory Board.

#### Achievements:

- Increased the taxable value of CRA District by approximately 40% in five years.
- · Attracted approximately 2100 new jobs to the City within a five-year period.
- Garnered over \$6 million in grants for projects ranging from housing to stormwater drainage.
- Designed and hosted the CRA's public participation programs leading the creation of the first Margate Community Redevelopment Plan.
- Designed and implemented a successful Commercial Façade Renovation and Landscaping Upgrade
   Grant Program to assist commercial property owners in upgrading neglected properties.
- Authored the plan to create the Department of Neighborhood and Development Services to combine
  departments responsible for building, code compliance, economic development, grants administration,
  redevelopment, planning, zoning, and occupational licenses.

#### OTHER PROFESSIONAL EXPERIENCE

### City of Wilton Manors, FL

1995-1996

Served as **Special Projects Coordinator** responsible for individual tasks as assigned by the City Manager, including: handling resident complaints and requests for service, assisting in grant writing and GIS systems implementation. Assisted Community Development Director in re-writing of codes/ordinances regarding use of land and assisted the Personnel Director with personnel policy formulation and collection.

# Office of State Senator Howard C. Forman, Hollywood, FL

1994-1995

Served as **Medicaid/Medicare Task Force Coordinator** out of the Senator's District Office working with local Medicaid/Medicare providers to streamline delivery of services and performed long range planning activities to assist providers prepare for changes to State of Florida's delivery of services and funding plan.

## Greater Coral Springs Chamber of Commerce, Coral Springs, Florida

1993-1994

Served as *Vice President for Economic and Community Development* for this member-driven business organization with a budget of \$200,000 and 850 members. Responsible for Chamber functions, member relations and retention, garnering sponsorships for events and creation of monthly management report. Managed a staff of 3 staff persons and over 100 volunteers.

### City of Tamarac, FL

1992-1993

Served as a *Management Intern* assisting the City Manager and Assistant City Manager in various tasks related to personnel, outside contracting and capital projects.

### **EDUCATION**

# Syracuse University, Maxwell School of Citizenship Concentration in Public Finance.

Master of Public Administration

# Cornell University, School of Industrial and Labor Relations Dual concentrations in Organizational Behavior and Labor Economics

Bachelor of Science

# Council for Urban Economic Development Attained Certified Professional Economic Developer designation (CEcD)

**CEcD Certification** 

#### **PROFESSIONAL AFFILIATIONS**

- · International Economic Development Council, Certification Committee
- International City/County Management Association, Past Associate Member
- Florida Redevelopment Association, Past President, Board of Directors, Legislative Affairs Committee, Conference Committee Chairman, Business Planning Committee, Nominating Committee Chairman, Executive Board